

Emery, Bird, Thayer & Co.

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KANSAS CITY, MO., Oct. 1, 1897.—Yesterday's Temperature—Maximum, 89; Minimum, 63. To-day we look for the weather to be a trifle cooler.

AUTUMN DRESS GOODS RECEPTION

Utterly given over to Dress Goods. Such is the condition of the East Grand Avenue Floor of the Store to-day. Proud to invite you to examine and enjoy a variety of Dress Goods that is matchless in extent, variety, novelty, beauty, we are proud to say that all the space and light of this Big Store will add to the convenience and comfort in examining these goods. Wise buyers will know that Autumn Dress Goods are completest in October. This year especially so, as it was a race with many goods to get them in before the new tariff began to work.

\$1.75, \$2 and \$2.25 for 98c.

Silk and Wool Persian Novelties. Striped Camel's Hair, in two colored effects, Matisse, Cheviots, in soft colorings, worth up to \$2.25, for..... 98c

25c for 15c. Solid Colored Bird's Eye Matisse, in all the fall and winter colorings, worth 25c, for..... 15c

Ladies' Cloth.

35c, worth 75c. 40-inch Ladies' Cloths, in mixed red, mixed tan, black, tan, gray, red, worth up to \$1.25, for..... 35c

Chic Fall Styles in



Ready Trimmed Street Hats, in natty short back styles, the noblest idea shown in this market, colors black, brown, green, gray, castor red, price..... \$2.98

Handsome Turbans, in black, green, brown, trimmed with fancy braids ornament and quills, the best of the season, price..... \$2.98

Beautiful Trimmed Hats for \$5.00, \$7.50, \$10, \$12.50 each.

All the newest ideas and styles of the season, similar in appearance to our imported patterns, price..... \$2.98

Children's Trimmed Hats, \$2.98, \$4, \$5, \$7.50, \$10 each.

The prettiest effects you will see shown.

Children's School Caps.

We have the noblest and most correct ideas in Children's Tam O'Shanter Caps in fashionable headwear, prices, 19c, 25c, 39c, 50c, 75c, 98c up to \$2.50.

WALKING HATS, Alpine style, trimmed with bands, prices, 75c, 98c, \$1.25, \$1.50 up to \$3.50 each.

In leading colors.

Veils.

28 doz. or 35 pieces new Veils, samples from one of the largest makers of Veils in France, will be offered in our October Sale at prices less than 5% if you are fortunate enough to get first choice. Of course, we expect the finer veils will be picked out first by our customers who get to the Store early—still, any of them are worth a great deal more than we are going to ask you for the choice. You can take your choice of these 35 made Veils, worth \$1.50, \$2.00 and \$2.50 each, for..... 75c

Jewelry Dept.

Brooches.

A big lot of Sterling Silver Brooches, set with rhinestones, turquoise and various other sets. We bought over 200 different patterns. On sale Friday, choice, each..... 98c

(Mail orders Filled.)

4.00 Hair Brush } FOR \$1.00 Dressing Comb } \$2.48 Set

Friday we will offer just 100 Sterling Silver Mounted Hair Brushes and Sterling Silver Mounted Ladies' Dressing Combs to match, for a price that never has been equaled in this vicinity. The Hair Brushes are handsomely embossed and of heavy weight; the best of imported brushes set in a celluloid back, impervious to moisture. The Brush and Comb together..... \$2.48 for Set

Aluminate Riding Spectacles, with first quality lenses, each..... 98c

New Leather Case goes with each pair.

Eye Shades, each..... 50c

Black Japanese Eye Glass Hooks, each..... 50c

Thermometers, each..... 10c

20c for 10c.

English Blouses, in gray, brown, tans, greens, white and reds, worth 20c..... 10c

Silks.

98c for 45c. Black Ground Taffetas, with colored figures, Fancy Brocade Taffetas, Figured Taffetas for lining waists and dresses, worth up to 98c, for..... 45c

\$1.25 for 58c. Solid Colored Satin Duchesse Changeable Taffetas, in gray, brown, tan, black, worth up to \$1.25, for..... 58c

New York Millinery.

Cavalier style, stitched edge, silk bands in leading colors..... 98c

Cloth stitched Hats, in new shapes and leading colors, 50c, 75c, 98c, \$1.48 Each.

UNTRIMMED HATS in the leading colors, felt shapes, the best of the season, prices, 50c, 75c, 98c up to \$2.50 Each.

Special Sale.

Black Demi Plumes, 25c value, for each..... 19c

500 bunches 3 Black Tip to bunch, 7c value, for each bunch..... 50c

Special Violet Sale.

3c value, 3 dozen to bunch, for each bunch..... 10c

7c value Velvet and Mousseline Violets, for..... 39c

VELVET ROSE in the newest colorings, 30 per cent more.

Fancy Wings, a large assortment, each bunch..... 15c to 19c

Natural Wings, in all leading colors, pair..... 39c

Value 75c. The best wing on the market.

Materials.

All the best things in Fancy Braids for making the Hats which are fashionable and will be much worn, and are combined with velvets in brims, also used much in crowns, etc.

Ostrich Tips and Plumes

In Black and Colored Ostrich. Our stock is complete, with the best goods. We handle the finest stock to be obtained, thus assuring you good wearing goods. Extra value for the money.

Ostrich Tips in black, 50c to \$2.50 bunch. Demi Plumes in the best stock, 50c to \$2.50 each.

Long Sweeping Plumes in black cast or natural, \$3.50 to \$12.50 each.

For Girls.

\$1.25—Spring heel, kid uppers, patent tip, square toes, made to button..... \$1.25

Same style for large girls, sizes 2 1/2 to 5..... \$1.69

For Men.

\$3.50—The Klondike box calf uppers, building top, extension sole, made to button..... \$3.50

Men's Furnishings.

A beautiful line of new Fall Fashions for men. Neckwear, Collars, Shirts, Underwear, Handkerchiefs, etc., etc., the extreme styles worn in the East can be found here to-day. A special Sale day to-day.

\$2.00 for 98 Cents.

10 Men's Laundered Fancy Plaid, extra fine quality Madras, stiff bosom, Monarch Shirts, with two good style link cuffs, sizes 12 1/2 to 15, worth \$2.00, for..... 98c

\$1.50 for 98 Cents.

35 Men's Laundered Fancy Striped and Fine quality Madras, stiff bosom, Monarch Shirts, with two good style link cuffs, sizes 12 1/2 to 15, worth \$1.50, for..... 98c

\$1.50 for 98 Cents.

13 Men's Laundered Fancy Plaid, extra fine quality Madras, stiff bosom, Monarch Shirts, with two good style link cuffs, sizes 12 1/2 to 15, worth \$1.50, for..... 98c

Drug and Toilet Dept.

144 2-Quart Hot Water Bags, every one guaranteed to be perfect, worth \$1.50, to-day..... 49c

144 2-Quart Fountain Syringes, guaranteed against imperfections, worth \$1.50, to-day..... 49c

TO-DAY AND TO-MORROW The Biggest Sale of Them All!

As has been our custom for the past 34 years to hold a big October Sale—we will to-day, Friday, begin perhaps the most gigantic sale we have ever held in years past. You ask—why so much larger than in years past? Well! We will try and explain. Never in past years have such favorable conditions existed during the months of July, August and September. First—A tariff bill went into effect, advancing the price of all Foreign Goods. Second—The Western country was never in a more prosperous condition. Third—We gave instructions to our buyers everywhere to place orders for the largest variety and biggest stock for this Mammoth October Sale ever opened under this roof. How well they have done we want you to read carefully over this ad; then, if you do not find what you want, come to the Store, for it will be here at as low or lower price than small stores can afford to sell it.

A BIG ASSIGNEE'S SALE OF FURS.



A large manufacturer of Fur Garments failed and we were fortunate enough to be on hand to buy his goods. All are this season's makes and styles. The lot was bought 50c on the dollar, and you know when we make a purchase of this kind that we sell to you as we buy.

ONE LOT FUR NECK PIECES, value 98 cents, for..... 39c

LADIES' COLLARETTES, made in several shapes of Electric Seal and Astrachan, value up to \$10.00, for..... \$2.50

ASTRACHAN FUR CAPES, full sweep, 24 inches long, 120 inch sweep, made of full skins, satin lined, value \$18.00, for..... \$10.98

ASTRACHAN in a very fine grade of Moire, with an extra full sweep and also 30 inches long, some trimmed with Marten, for..... \$15.00

ELECTRIC SEAL CAPES made of a very fine quality, 24 inches long and 130 inch sweep, fine satin lining; also some 30 inches long; value \$35.00, for..... \$20.00

GENUINE BEAVER, MARTEN AND OTTER CAPES, of the very best grades, with high storm collar, 24 inches long, 150-inch sweep, value \$100.00, for..... \$55.00

FUR MUFFS—One lot, made of Congo monkey, Russian lynx and opossum, value up to \$1.75, for..... 39c

Beaver and Otter \$5.98 Mink Tuffs, value \$12.00, for..... \$6.50

Big Purchase of Boys' Clothing.

EMERY, BIRD, THAYER DRY GOODS CO. GENTLEMEN,—WE SHIP YOU TO-DAY YOUR ENTIRE PURCHASE OF BOYS' AND CHILDREN'S CLOTHING, BOUGHT ON THE 24TH INST. WE BELIEVE THESE TO BE THE BEST VALUES IN HIGH GRADE BOYS' AND CHILDREN'S CLOTHING EVER OFFERED IN KANSAS CITY AT ANY SUCH PRICES. YOURS VERY TRULY, STERNS, BIER & LEHMAYER.

Owing to the dissolution November 1st of the above firm, makers of High-Class Boys' and Children's Clothing, our clothing buyer closed out for SPOT CASH more than one-half of their entire manufactured stock of Knee Pant Suits and Boys' Long Pant Suits. These goods will be put on sale to-day, October 1st, for our Annual October Sale. The Knee Pant Suits will be marked at our three popular prices, viz..... \$3.98, \$5 and \$5.95

Perfect fitting all wool suits of superior make and finish never shown until this sale. Also twenty lines of Boys' Long Pant Suits, at..... \$9.75 Each

All of the above, you will find, are of choice new fabrics, and the prices mean a saving to you on every suit offered in this sale. Remember, these suits have been bought within the past week at an average of 25 per cent under the early season's prices, and this in connection with the fact that daily advances are being reported on nearly all lines of the best makes in Boys' Clothing! Additional salespeople will see that you receive prompt attention. Come to-day if possible. All the new things for boys' wear now ready.

Ladies' Waists and Silk Petticoats.

25 Basket Weave Scotch Plaid Silk Shirt Waists, stylish, full front, each..... \$5.98

25 black silk Taffeta Ladies' Waists, full front, extra..... \$3.98

10 dozen extra fine French flannel Shirt Waists, all the new fall colorings, new shapes, worth \$4.00 each, for..... \$2.98

100 Taffeta Silk Petticoats, made wide and full, with dust ruffle and corded umbrella flounce, new shades, nominal value \$5 each, for, each..... \$5.75

Muslin Underwear Department.

20 dozen Fleecy Flannellette Women's Night Gowns, good width and length, colors pink, blue and gray, sizes 14 to 17, for..... 59 Cents.

Mail Orders

Given careful and prompt attention. Send in your name for our Fall and Winter Catalogue.

Ladies' Gloves.

The popular Glove for fall and winter, the fashionable Glove, and the Glove in all the extreme colors and fashions can be found here in good assortment. The Special Sale held all over the Store to-day calls for a special price.

\$1.95 for \$1.50.

2-class Dressed Kid Gloves, in the late autumn shades of red, tan, brown, black. This glove cannot be imported to sell less than \$1.50 a pair, will be in our October Sale for, a pair..... \$1.50

Bargain Table, Grand Avenue Floor.

Ladies' Collars, Cuffs, Bows, Windsor and Club Ties, worth 25c, 35c, 50c, for, each..... 10c

Children's Wool Dresses.

50 new fall Dresses for Girls, of Novelty check material, yoke trimmed with solid color cashmere and buttons, all sizes, 4 to 14, all colors; price, each..... \$1.98

50 new Dresses for Girls, sizes 6 to 14 years, like cut, of Novelty check, revers and flounce front, of solid colors; price, each..... \$2.50

20 styles of Children's Plaid and Check Dresses, all new, from 59 Cents to \$10.00 Each.

Walnut 11th Sts. Emery, Bird, Thayer & Co. Grand Ave. Successors to BULLENE, MOORE, EMERY & CO.

Ladies' Early Fall and Knitted Winter Underwear.

25 Cents for 19 Cents.

720 Ladies' Cream White Cotton Ribbed Vests, high neck and long for, each..... 19c

35 Cents for 25 Cents.

1,200 Ladies' Ecru Cotton Fleece Vests and Pants, Vests finished with silk tape and pearl buttons, good fall and winter weight, worth \$25c, for, each..... 25c

Children's Fall and Winter Ribbed Cotton Fleece Vests and Pants.

In ecru or natural color, very elastic, finished seams, pearl buttons, sizes from 6 to 14 years.

We have about 500 of the above garments, made to sell for 35 cents, for, each..... 25c

25 dozen Women's Wool Eiderdown Dressing Sacques, shell stitch embroidered edge, all sizes; colors red, blue, pink; price..... 89 Cents EACH.

Cottons.

In our October Sale we will offer 5 cases, or 11,000 yards, of our Improved O. P. S. 36-inch Bleached Cotton, made to beat all other cottons sold at 10c. We secured this lot before the advance in cottons, so we can sell it to you for, yard..... 8c

If any is left after this sale it will be marked back to original price, 10c.

\$1.00 for 75c.

We will offer in our October 1st Sale 100 White Standard "A" Honeycomb Bed Spreads, always sold by us, \$1.00. They are made of three ply yarn, both warp and filling, and warranted not weighted with any substance whatever; will be sold in our October Sale for, each..... 75c

40c for 25c.

We will offer 600 Bleached Turkish Towels, 60 inches long, made to sell 40c, will be sold in our October Sale for, each..... 25c

Ladies' Suits, Wraps, Capes!

Fashions, Styles, New Colors, New Cuts—everything pertaining to New Fall Goods in Ladies' Suits, Wraps, Capes, Dresses, are found in big assortments—a great variety of styles—not too many of one kind. This is probably the best selected stock of Winter Goods ever handled by us.

\$10.98 New Fall Tailor Made Suits, Made of Cheviot, finished Serge Jacket, taffeta silk lined, latest style cut, black and blue.

\$13.98 Handsome All-Wool Tailor Check and Jacket, satin lined, all suits nicely tailored, new blue and reds.

\$18.50 Cheviot Serge Fly front Suits, Nicely tailored, lined throughout skirt and jacket with good quality taffeta silk, color brown.

\$20.00 New Full Russian Blouse Suits, handsomely trimmed with braid, black, blue and green.

\$22.50 Sewell Mixtures Russian Blouse style, beautifully braided, color blue, green and black.

\$30.00 7 Styles of Ladies' All Silk Lined Tailor Made Suits, tight fitting, fly front and Russian Blouse.

\$40.00 New Sewell Russian Blouse Suits, made with rows and rows of cording, in all new colors.

\$5.00 Dress Skirts, Fancy Boucles, Pin Head Checks, all wool and cheviot serge and mixtures, latest cut and finish.

\$6.50 New Sewell Plaid Skirts, in all wool material, cut in latest shape, in all new colors.

\$7.98 Elegant Brocade Satin Skirts, in all new large designs and all silk, new shape.

\$7.98 Jackets made of fine Kersey, tailor made, in the latest shape, high, darning collars, new throughout, colors green, blue and black.

\$10.00 Diagonal Boucle Jacket, fine material, lined with handsome Roman striped taffeta silk, new fall shape.

\$12.98 Beautiful All Wool Kersey Jackets, lined with fancy color taffeta, tailor made.

\$15.00 Fly Front Jacket, extra seams nicely strapped, lined with satin lining, a perfect tailor made garment.

\$16.50 Beautiful Whip cord Tailor Made Jacket, trimmed with strap seams, lined with Roman striped taffeta.

\$18.00 Beautiful Kersey Jacket, new collar and lapels trimmed all around with taffeta seams; navy jacket.

\$41.50 Handsome Velvet Cape, jetted and braided collar and fronts, fur trimmed, fancy silk lined.

\$45.00 Newest Shape Capes, embroidered in jet, beautifully lined with fancy silk and fur trimmed.

Beautiful Laces.

For to-day. Never in the history of our 34 years' merchandising have we shown so large and beautiful lines of Laces as we will on this day. Beautiful patterns—daring originality in design—and correct widths for dresses—now so fashionable in New York, Paris and London. We have secured for this October 1st sale 4 large assortments of handsome patterns of Silk Laces that we will sell, beginning to-day, for about 1-3 their actual value. If you will need lace for any purpose this fall, it will pay you to see the greatest stock of laces ever shown in Kansas City, and at the lowest prices. The following 4 big assortments should surely interest you.

Assortment No. 1—1,600 yards. Yellow, Cream and Ecru Silk Chantilly and Applique Laces, 4 to 9 in. wide, worth 10c and 11c per yard, for..... 30c

Assortment No. 2—2,100 yards. Black and Cream Chantilly and Net Top Venice, 4 to 9 in. wide, worth 10c and 11c per yard, for..... 40c

Assortment No. 3—1,380 yards. Black, Cream and Ecru Silk Chantilly, Net Top Venice and Mechlin Laces, 3 to 19 in. wide, worth \$1.00 and \$1.50 per yard, for..... 50c

Assortment No. 4—960 yards. Black, Cream and Ecru Silk Chantilly, Net Top Venice and Applique Laces, 4 to 19 in. wide, worth \$2.00 and \$3.00 per yard, for..... 98c

On Sale on Walnut Street Floor.

Domest Flannel, Zephyr Gingham, Prints, Blankets, Flannels, Ready Made Sheets, etc. (Walnut Street Floor, to-day.)

8 1/2 Cents for 5 Cents.

2,150 yards 30-inch Cream Domest Flannel, the regular 8 1/2c quality, you can buy in our October Sale for, yard..... 5c

10 Cents for 6 1/2 Cents.

1,500 yards mill length Zephyr Gingham, early season's price 10c; they are dress styles, in medium colorings; you can buy in our October Sale for, yard..... 6 1/2c

7 1/2 Cents for 4 Cents.

1,500 yards standard Turkey Red Prints with black figures, stripes and checks, all good styles, always sold by us 7 1/2c; we secured this lot so we can sell them to you in our October Sale for, yard..... 4c

10 Cents for 7 1/2 Cents.

We secured 3,150 yards light striped and checked Tensile Flannels, our regular price 10c; you can buy during this sale for, yard..... 7 1/2c

Handkerchiefs.

In our October 1st sale we will offer one big purchase of 1,600 dozen or 19,200—Handkerchiefs. They are the same quality that sells for 15c, 20c and 25c. You can take your pick of the big lot, beginning to-day, for..... 11 Cents Each.

October Sale of Umbrellas

Three Specials for To-day.

Lot 1—500 36-inch Glenside Silk Parasol frame, assorted wood handles, worth \$1.25, to-day..... 89c

Lot 2—300 36-inch Serge Silk Umbrellas, last season's rod, iron frame, tight rod, assorted wood handles, with sterling silver trimming, to-day..... \$1.25

Lot 3—200 Serge and Taffeta Silk Umbrellas, good quality, steel rod, nicely finished, worth \$2.00, to-day..... \$1.98

Books.

In our October Sale you can buy—Macaulay's History of England, 5 volumes, for..... 98c

"Green's History of the English People, 4 volumes, for..... 98c

"Macaulay's Essays and Poems, 3 volumes, for..... 98c

"History of Our Own Times," McCarthy, 2 vols., for..... 98c

"Cooper's Leather Stocking Tales," 5 volumes, for..... 98c

Conan Doyle's